



# GUIDANCE DOCUMENT ON THE USE OF THE EMAS LOGO

## 1. PRINCIPLES

### Reference Regulation

| This guidance is without prejudice to Community law, or national laws or technical standards not governed by Community law, in particular Council Directive 84/450/EEC of 10 September 1984 relating to the approximation of the laws, regulations and administrative provisions of the Member States concerning misleading advertising<sup>(1)</sup>, and the duties of organisations under those laws and standards.

### 1.1. Goals of the EMAS logo

| One of the core elements of Regulation (EC) No 761/2001 is the introduction of different options for the communication of environmental information to stakeholders. Organisations shall be encouraged to give account of their environmental performance to the public, their clients and customers by using these additional options of communication.

| The EMAS logo is a trade mark of Regulation (EC) No 761/2001. It is the purpose of the EMAS logo to indicate to the public and other interested parties:

- the establishment and implementation of an environmental management system,
- the systematic, objective and periodic evaluation of the performance of such systems,
- the provision of information on environmental performance and an open dialogue with the public and other interested parties,
- the active involvement, including appropriate training of employees,

by the organisation, including the provision for legal compliance with relevant environmental legislation. In particular it indicates that the organisation provides publicly

available, periodic environmental statements which have been validated by an independent verifier.

| Within this context the EMAS logo has a threefold function:

- to indicate the reliability and credibility of information provided by an organisation with regard to its environmental performance;
- to indicate the organisation's commitment to improvement in environmental performance and to the sound management of its environmental aspects;
- to raise awareness about the scheme in the public, among interested parties and among organisations willing to improve their environmental performance.

| Thus it is the intention of the Community to add value to EMAS by creating new and credible options for EMAS-registered organisations to demonstrate their environmental performance and commitment to environmental protection by communicating with interested parties through a wide range of different means, as proposed in this guidance document.

### 1.2. Relationship between the EMAS logo and eco-labelling schemes (Article 8(2) of Regulation (EC) No 761/2001)

| The EMAS logo stands for:

- voluntary proactive efforts by the registered organisations to continuously improve their environmental performance beyond regulatory requirements,
- a functioning environmental management system implementing objectives set by the organisation, and
- the fact that information provided in e.g. the environmental statement is credible, and has been validated by an accredited environmental verifier.

(1) OJ L 250, 19.9.1984, p. 17.



→ | As distinct from the EMAS logo, eco-labelling schemes for products and services have different characteristics:

- they are by their nature selective and thus indicate a comparative claim between products, activities and services that bear the label and those which do not;
- they indicate that ecological criteria set up by a third party are met, for which only some of the products in the market qualify;
- the definition of the relevant criteria follows an (mostly officially) approved consultative procedure.

| Eco-labelling schemes can provide relevant information with the view to environmental aspects associated with products and services.

| The EMAS logo does not imply any of these characteristics nor shall it be used in a way that leads to confusion with these characteristics.

| It is the responsibility of organisations, verifiers and competent bodies to avoid any confusion with environmental product labels. To this end the organisation has to carefully select the information to be communicated and design communication tools in order to avoid any confusion. It is the verifier's responsibility to assess the validity and reliability of the message to be delivered to the customer in accordance with the criteria defined in Annex III, points 3.2 and 3.5 and in accordance with his duties as defined in Annex V.

## 2. REQUIREMENTS AS NAMED IN REGULATION (EC) No 761/2001

### 2.1. Relevant legal provisions

(a) Article 8 ('logo') defines:

- the conditions under which the EMAS logo may be used, namely the requirement of a current EMAS-registration (paragraph 1),
- the five different options for its use (paragraph 2), and
- the cases where it shall not be used, namely on products or their packaging and in conjunction with comparative claims (paragraph 3).

(b) Annex III, point 3.5 'Publication of information' provides options for public information in addition to the environmental statement and in points (a) to (f) specifies the requirements that have to be met if selected information is generated and used bearing the EMAS logo. Annex III, point 3.5 requires the information to be:

- accurate and non deceptive,
- substantiated and verifiable,
- relevant and used in an appropriate context or setting,
- representative of the overall environmental performance of the organisation,
- unlikely to result in misinterpretation,
- significant in relation to the overall environmental impact.

| Organisations shall take into account the requirements of Annex III, point 3.5(a) to (f) also when using the EMAS logo on adverts for products, activities and services as explained in section 5 of this guidance.

(c) Annex IV 'Minimum requirements for the logo' defines the two forms of the logo: one indicating 'verified environmental management' (version 1), the other indicating 'validated environmental information' (version 2). In both cases the registration number of the organisation must be indicated.

| The logo's format according to Annex IV may be changed only under the circumstances defined in point 2.2 of this guidance.

### 2.2. Use of the logo for promotion of the EMAS scheme

| It is recognised that there is a need to use the logo for promotion of the EMAS scheme. In this context the use of the words 'Validated information' or 'Verified environmental management' would be inappropriate as would the use of a registration number. Therefore the logo may be used for the promotion of EMAS in the following format:



for the following purposes, for example:

- promotional materials (badges, etc.);
- journalistic articles;
- Commission guidance;
- books, publications on EMAS.

provided that:

- it is not used in association with an organisation's name, and
- that it does not imply or convey the impression of registration to the scheme or that the user of the logo in this form is not making any environmental claim for its activities, products and services.

### 2.3. The logo's functions in different types of information (Article 8 and Annex IV of Regulation (EC) No 761/2001)

| Whereas version 1 of the logo indicates the fact that an organisation has an environmental management system in place conforming to the requirements of EMAS, version 2 indicates that specific information to which the logo is attributed has been validated under EMAS.

| In Article 8(2) the EMAS Regulation names five different options for the use of the logo:

- (a) on validated information as described in Annex III, point 3.5, under circumstances defined in this guidance. In this case the logo indicates that the information is drawn from a validated environmental statement and meets the requirements of Annex III, point 3.5 (version 2);
- (b) on validated environmental statements: Highlights the participation in the scheme and demonstrates that the content of the statement is validated (version 2);
- (c) on registered organisations' letterheads (version 1);
- (d) on information advertising an organisation's participation in EMAS: Indicates the fact that the organisation participates in EMAS. Version 1 of the logo can, for example, be used on plates, buildings, websites, invitations, etc.;
- (e) on, or in, adverts for products, activities and services only under the circumstances defined in this guidance which shall ensure that there is no confusion with environmental product labels (version 2).

| In all of these cases there has to be a clear link to the organisation's name.

| Users of the logo EMAS-registered organisations should bear in mind that there should be no misunderstanding by the public when using the logo. For example no organisation shall use the logo in any way to confuse or mislead the public in stating that it has just done something 'similar' to the EMAS Regulation or in its own way 'according' to the Regulation.

| Whereas the use of the logo in the statement and on letterheads was covered in Regulation (EEC) No 1836/93<sup>(2)</sup>, several new uses of the logo are allowed under Regulation (EC) No 761/2001 and these cases are dealt with in the following points.

<sup>(2)</sup> OJ L 168, 10.7.1993, p. 1, repealed by Regulation (EC) No 761/2001.

## 3. GUIDANCE ON THE USE OF THE LOGO ON SELECTED INFORMATION FROM THE ENVIRONMENTAL STATEMENT (Article 8(2)(a) and Annex III, point 3.5, of Regulation No 761/2001)

### 3.1. General requirements

| The use of the logo (version 2) in connection with selected information has to meet the requirements named in Annex III, point 3.5.

| There is a wide range of possible publication formats such as:

- information brochures,
- datasheets,
- handouts,
- adverts in newspapers,
- environmental chapters in non-environment-related publications,
- websites etc., and
- TV advertisements.

| The appropriate use of the logo does not depend on the technical means by which information is presented. The general requirement to be met by any use of the logo in these cases is:

#### **| Make the information to which the logo refers visible!**

| If an entire publication's content is covered by the environmental statement and validated by the verifier, the logo may be used in any way considered adequate (e.g. on the cover page, the head of an advert, as graphic background of the text, etc.).

| The validated information has to be clearly distinguished from the rest of the text, for example, by a frame, different layout, colour, size or typefaces used) if it is:

- only a part within another publication 'body' (e.g. with technical or business content), or
- presented in connection with other non-validated environmental information (e.g. one block within a larger text, or one section of a company report, etc.).

| The logo has to be placed in a way that allows for a clear attribution to the validated information.



### 3.2. Examples

The following examples illustrate the principles defined in point 3.1 of this guidance for registered organisations. In all cases named as 'allowed' the criteria named in Annex III,

point 3.5(a) to (f) have to be met. In the cases named as 'not allowed' it is indicated which of the criteria named in Annex III, point 3.5 are violated.

No	Example	Status
1	Logo (version 2) on the head of a compilation of relevant and validated performance data for authorities	Allowed
2	Logo (version 2) placed on a handout for employees containing exclusively validated information on the operation of the environmental management system	Allowed
3	Logo (version 2) on the cover of a brochure for customers and suppliers, content taken from the validated environmental statement	Allowed
4	Logo (version 2) within the annual environmental report of a holding-organisation that includes registered and non-registered subsidiaries heading the chapter on the validated environmental management system in some, clearly named EMAS registered parts of the organisation	Allowed
5	Logo (version 2) on the cover of a company's environmental report, parts of the company are not registered	Not allowed due to violation of Annex III, point 3.5, (a), (d), (e) and (f)
6	Logo (version 2) on the cover of an organisation's business report (organisation completely registered)	Not allowed due to violation of Annex III, point 3.5, (a), (d), (e) and (f)
7	Logo (version 2) as underlying graphic for a compilation of validated environmental data in a business report	Allowed
8	Logo (version 2) as underlying graphic for validated advice for customers on the sound disposal of a product	Allowed
9	Logo (version 2) besides validated environmental information on an organisation's website	Allowed
10	Logo (version 2) besides a validated statement placed on a registered distribution company's truck beside the company name saying 'We have reduced the average Diesel-consumption of our truck fleet by 20 % to xy litres per 100 km between 1995 and 1998'	Allowed
11	Logo (version 2) besides a statement placed on a truck bearing a retailer's brand logo 'Our distribution is environmentally friendly'	Not allowed due to violation of Annex III, point 3.5, (a), (b), (c), (d), (e) and (f)
12	Logo (version 2) on a page containing validated information requirements for suppliers within a retailer's catalogue	Allowed

#### 4. GUIDANCE ON THE USE OF THE LOGO ON ADVERTISEMENT FOR THE ORGANISATION'S PARTICIPATION IN THE SCHEME (Article 8(2)(d) of Regulation No 761/2001)

##### 4.1. General requirements

| The use of the logo (version 1) in accordance with Article 8(2)(d) is intended to inform the public and interested parties that an organisation is registered. Therefore it is necessary that the logo is clearly and exclusively attributed to the registered organisation. Confusion with organisations not registered to EMAS has to be avoided.

| Registered organisations and providers of communication services working on their behalf shall not create the impression that the latter themselves have fulfilled the requirements of EMAS if this is not the case.

##### 4.2. Examples

| The following examples illustrate the abovementioned principles for registered organisations:



No	Example	Status
1	Logo (version 1) on the cover of an information brochure (not containing environmental information) (organisation completely registered)	Allowed
2	Logo (version 1) on the cover of an organisation's business report (organisation not completely registered)	Not allowed since complete registration is required
3	Logo (version 1) on the cover of an organisation's business report (organisation not completely registered)	Allowed
4	Storage tank on a registered site painted with the logo (version 1)	Allowed
5	Logo (version 1) in a newspaper as underlying graphic in a joint advertisement of two companies announcing their environmental cooperation along the supply chain (one is registered, the other is not)	Not allowed since the impression is created that both companies are registered under EMAS
6	Logo (version 1) on a retailer's catalogue, placed beside a list of brand names of suppliers (some of whom are not registered)	Not allowed since the impression is created that all the suppliers are EMAS registered
7	Logo (version 1) placed beside the entry door of an aircraft produced by a registered manufacturer, operated by a non-registered airline	Not allowed since the impression is created that the aircraft is operated under EMAS by the airline
8	Logo (version 1) placed on a bus beside the name of a registered public transport authority operating the bus	Allowed
9	Logo (version 1) next to the name of a registered organisation on the vehicle fleet of that organisation	Allowed
10	Logo (version 1) on a plate at the entry of a registered department store	Allowed
11	Logo (version 1) on forms used by a registered public authority	Allowed

## 5. GUIDANCE ON THE USE OF THE LOGO ON, OR IN, ADVERTS FOR PRODUCTS, ACTIVITIES AND SERVICES (Article 8(2)(e)), (Article 8(2) (a) + (b) and Annex III, point 3.5)

### 5.1. General requirements

| Regulation (EC) No 761/2001 puts stronger emphasis on indirect environmental aspects compared to Regulation (EEC) No 1836/93. Among these the characteristics of products, activities and services play a central role. It aims to encourage organisations to issue information on their environmental performance in conjunction with their products and to use their marketing tools in order to promote the objectives of EMAS. This encompasses environmental aspects indirectly linked to the product as well as direct product characteristics – provided they have been validated by the verifier.

| In no case must the logo be used alone in adverts for products, activities and services (like an eco-label). A clearly visible connection to the validated information is necessary. The validated information has to be distinguished from other information provided.

| The information to which the logo refers should be selected in accordance with the principles named in Annex III, point 3.5(a) to (f).

| According to Article 8(2)(e) in conjunction with (a) and (d) it is allowed to use the EMAS logo in order to:

- indicate the organisation's participation in EMAS (version 1),
- indicate the fact that a product, activity and service has been produced by an EMAS-registered organisation (version 1), and
- add credibility to validated information directly or indirectly related to products, activities and services (version 2).

| A clearly visible connection to the validated information is necessary. All activities relevant for the information delivered with the logo must be under the management control of a registered organisation.

| The logo can be used in a number of different ways such as:

- in printed adverts for products (e.g. in newspapers, catalogues, etc.),
- in user manuals,
- in other media (e.g. TV, websites, etc.),
- shelves, racks where products, activities and services are presented to the customers,
- exhibition stands, etc.

| The organisation using the logo must have control over and responsibility for the way the logo is presented. There must be a clearly identified relationship between the logo and the activity, product or service to which it relates.

| Again it is not the technical way as such by which the logo is presented that decides whether its use is allowed or not but the content of the information delivered. In every case it has to be made clear to which information the organisation refers.

(a) Information indirectly concerning the product, activity or service:

| If the logo (version 2) is intended to indicate one of the following, relevant validated information has to be given in the advert and has to be recognisable as information related to specific validated characteristics of the organisation's environmental management:

- performance characteristics of the relevant production processes,
- characteristics of the organisation's environmental management,
- environmental policy, objectives and targets,
- general environmental performance data.

| Claims on environmental aspects not sufficiently covered by the organisation's environmental management are not allowed.

(b) Information directly concerning the product, activity or service:

| If the logo (version 2) is intended to indicate one of the following, relevant validated information has to be given in the advert and has to be recognisable as information related to specific validated characteristics of the product:

- environmentally relevant characteristics of the product, activity or service itself,
- characteristics of the product in its use phase or after use,
- improvement in the products or the services environmental performance,
- product or service related environmental policy objectives and targets,
- environmental performance data related to the product, activity or service.

| Claims on environmental aspects not sufficiently covered by the organisation's environmental management are not allowed.

| Three fundamental limits to the use of the logo have to be respected. It is not allowed to use the logo:

- on products and their packaging,
- in conjunction with comparative claims concerning competitor's products, activities or services, and
- in adverts for products without clear information/indication of the characteristics of the organisation or the product itself to which it relates.

| Thus, the EMAS logo as such delivers no information to the consumer (as an eco-label) but indicates the validated status of information provided. In other words it represents a 'seal of reliability of the information' and not a 'seal of superiority of the product'.

| In addition in all cases where an eco-labelling scheme operates for the product, activity or service in consideration (i.e. where there are established requirements for the EU-eco-label or national eco-labelling schemes) the following requirements apply:

- the organisation and the verifier are obliged to take necessary and specific provision, as stipulated in the above-mentioned general principles and illustrated in the examples, for avoiding confusion with an existing eco-label;
- organisations and verifiers shall consider eco-label criteria relevant for the product when checking the information to be delivered against the requirements of Annex III, point 3.5(a) to (f);

- all eco-labelling schemes shall be considered that are relevant for the market in which the logo will be used;
- in no case is it allowed to make reference to criteria established for relevant eco-labels.

## 5.2. Examples

| The following examples illustrate the principles defined in paragraph 5.1 of this guidance. In all cases named as 'allowed' the criteria named in Annex III, point 3.5(a) to (f) have to be met. In the cases named as 'not allowed' it is indicated which of the criteria named in Annex III, point 3.5 are violated.



No	Example	Status
1	Logo (version 1) beside the validated information 'produced by an EMAS registered organisation' in an advert	Allowed
2	Logo (version 1 or 2) beside the validated information 'environmentally superior product in relation to alternatives'	Not allowed due to violation of Annex III, point 3.5, (a), (b), (c), (d), (e) and (f)
3	Logo (version 2) beside the validated information 'Energy efficiency in production enhanced by 20 % from 1996 to 1999'	Allowed
4	Logo (version 1 or 2) placed in a photo of a product without further information	Not allowed due to the danger of confusion with a product label
5	Logo (version 2) beside the validated information '60 % of our suppliers EMAS registered in 1998'	Allowed
6	Logo (version 2) placed beside the validated information: 'Yearly updated environmental statement available at...'	Allowed
7	Logo (version 2) beside the validated information: 'energy consumption of the product reduced by 10 % compared to 1997's model'	Allowed
8	Logo (version 2) beside the validated statement by a bank explaining the integration of environmental aspects in its investment criteria	Allowed

No	Example	Status
9	Logo (version 2) beside a validated statement in a retailer's catalogue listing environment related criteria for its suppliers	Allowed
10	Logo (version 2) on a statement in a retailer's catalogue stating 'Environmental impact of the goods in our shelves reduced by 20 % since 1998'	Not allowed due to violation of Annex III, point 3.5, (a), (b), (c) and (e)
11	Logo (version 2) beside the validated information claiming 'noise reduction by 10 % compared to 1997's model'. An eco-label exists, requiring noise levels lower than the performance of the product. The criteria of the eco-label have been considered	Allowed
12	Logo (version 2) beside a validated information claiming 20 % reduction of odour complaints at a slaughterhouse in 1999 compared to 1998	Allowed
13	Logo (version 2) beside the statement by an oil refinery claiming paper reduction by 10 % per tonne of gasoline produced	Not allowed due to violation of Annex III, point 3.5, (d) and (f)
14	Logo (version 1 or 2) beside the photo of a non-registered holiday resort in the catalogue of a registered travel company	Not allowed since the organisation to which the logo is attributed (the resort) is not registered
15	Logo (version 2) on page 2 of a travel company's catalogue, delivering validated information on the measures taken in the field of sustainable tourism	Allowed
16	Logo (version 2) in an advertisement by a paper producer containing validated information on the requirements on suppliers for forest stewardship	Allowed
17	Logo (version 2) beside validated information in an airline's on-board magazine	Allowed
18	Logo (version 2) in an advertisement for absorbent paper beside the statement 'We have reached a recycling content equivalent to the requirements of the "Blue Angel"'	Not allowed due to violation of the requirements of this guidance (point 5.1)
19	Logo (version 2) in an advertisement for a refrigerator claiming 'We exceed the requirements for the EU-eco-label by 10 %'	Not allowed due to violation of the requirements of this guidance (point 5.1)
20	Logo (version 2) in an advertisement for a computer containing parts supplied by non-registered companies claiming 'Life-cycle environmental impact reduced under EMAS'	Not allowed due to violation of Annex III, point 3.5, (a), (b), (e) and (f)